



LOCAL POLICY TO IMPROVE HEALTHY EATING

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Director of Public Policy

Yale Rudd Center for Food Policy and Obesity

CT Summer Symposium

June 23, 2010

The Rudd Center

- Strategic science
- Research on
 - sugar sweetened beverage taxes
 - food marketing to youth
 - school and pre-school nutrition
 - obesity/food insecurity link
 - menu labeling
 - weight bias
 - food and addiction



www.yaleruddcenter.org



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AK SB 213 - State Funding for School Meals

CO HB 1013 - School Finances, School Lunch Appropriations

CO SB 81 - Farm to School Interagency Task Force

FL SB 140 - Farm Fresh School Service

HI HB 1853 - Prevent Sale of Ice Cream and Candy in Schools

HI HB 2794 - Fresh Produce for School Meals

HI SB 2118 - Prevent Sale of Ice Cream and Candy in Schools

IL HB 5472 - Improved Nutrition and Menu Labeling at School

KS SB 499 - Nutrition and Health Education Guidelines

MA HB 4438 - School Nutrition and Fitness

MA HB 4459 - School Nutrition Standards, Competitive Foods

MO HB 1833 - Farm to School

MS HB 1078 - Healthy School Initiative

MS HB 131 - Healthy Snacks for Overweight Students

NJ HB 1229 - Sale of Food Items on School Property

NJ HB 986 - Nutrition Information, School Cafeterias

NM SB 199 - New Mexico Grown Produce for School Lunches

NY SB 2874 - Establish Task Force on Food, Nutrition, and Physical Education for Schools

OH SB 210 - Nutrition Standards, BMI Measurements, and Physical Activity in Schools

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WellSAT:

Wellness School Assessment Tool

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[How WellSAT Scores are Calculated](#)

[Resources](#)



WellSAT provides a standard method for the **quantitative** assessment of school wellness policies. This tool offers a consistent and reliable means of assessing the **comprehensiveness and strength** of school wellness policies within or among states. It was developed by researchers funded by the Robert Wood Johnson Foundation.

Welcome to the WellSAT

In passing the Child Nutrition and WIC (Women, Infants and Children program) Reauthorization Act of 2004, Congress mandated that all school districts participating in federal school meal programs create and implement school wellness policies by July 2006. These policies must address nutrition education, nutrition standards for foods sold, and physical activity, and must include measures for evaluating the policy's effectiveness. By completing the Wellness School Assessment Tool (WellSAT), users will be able to assess the quality of their school district's wellness policy, and will be provided with personalized guidance and resources for making improvements, based on survey results.

Support for this project was provided by grants from the Robert Wood Johnson Foundation and Rudd Foundation.

SIGN IN FOR YOUR WELL VISIT

Email Address:

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Consumers

Researchers

About FACTS

Press

Consumers

Use the search tools to compare popular cereals for marketing techniques aimed at children and nutritional quality.

Go →



Researchers

Understand the methodology and key measures employed by the Rudd Center to compile our rankings.

Go →



Quick Search

Type a cereal Company, Brand, or Variety to see its nutrition score and FACTS sheet

GO



Cereal FACTS in Brief



Nutrition Ranking for Child and Family Cereals



Top 10 Cereals by Nutrition Score



Bottom 10 Cereals by Nutrition

Just give me the FACTS!

Here are the FACTS about cereal nutrition and food marketing to children.

Cereal companies speak to children early, often, and when parents are not looking. The least healthy cereals are the ones most aggressively marketed to children, frequently in misleading and deceptive ways. Food marketing to children negatively influences the dietary choices and health of society's most vulnerable citizens. Given the childhood obesity epidemic at hand, we need meaningful solutions and real change. We're here to give you the FACTS. It's time for action.

FACTS - the Food Advertising to Children and Teens Score - was developed by health researchers at Yale University. Please explore the Cereal FACTS website to learn more about the companies, brands, cereal nutrition scores, food marketing techniques, and the science behind the FACTS.

For a detailed description about Cereal FACTS consult the [Cereal FACTS Report](#) and [Cereal FACTS Report Summary](#).

Cereal FACTS was developed by the Rudd Center for Food Policy & Obesity at Yale

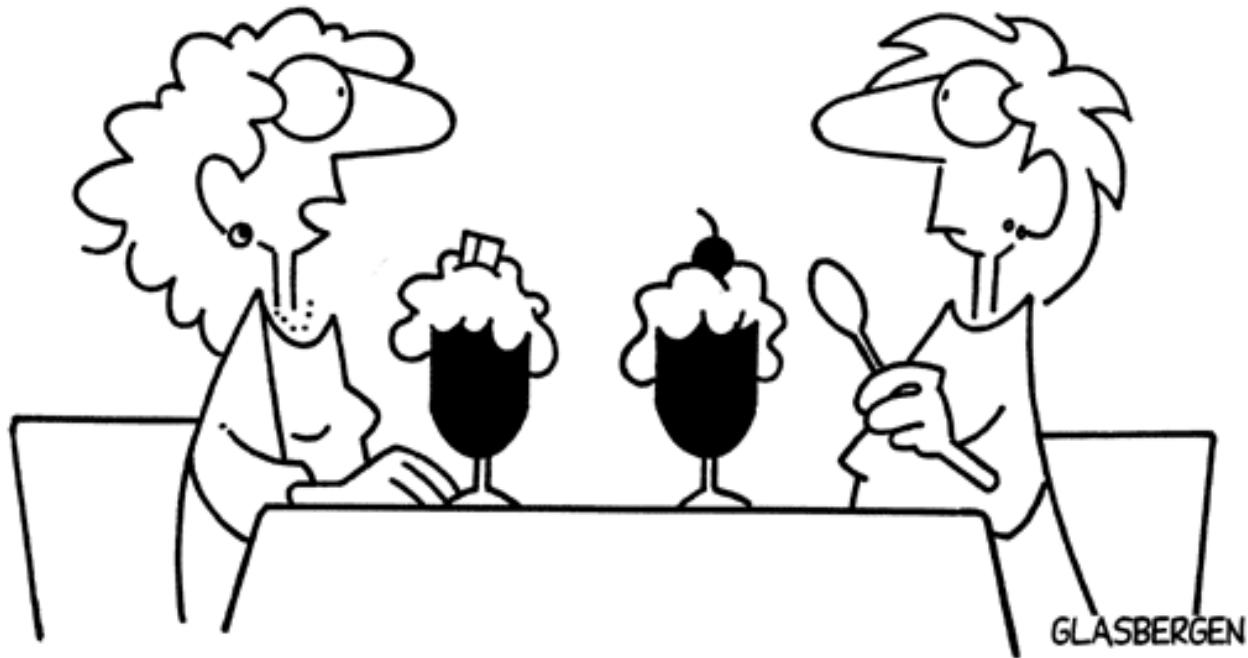
Press Release

Kids Spoon-Fed Marketing and Advertising for Least Healthy Breakfast Cereals: Researchers Release Cereal Rankings Based on Nutrition and Marketing Exposure


The least healthy breakfast cereals are those most frequently and aggressively marketed directly to children as young as age two, finds a new study from Yale University's Rudd Center for Food Policy and Obesity...

How do you define “healthy foods”?


Copyright 2003 by Randy Glasbergen.
www.glasbergen.com



“If you put a crouton on your sundae instead of a cherry, it counts as a salad.”



“Don’t eat anything your great-grandmother wouldn’t recognize as food.”

- ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B₁], RIBOFLAVIN [VITAMIN B₂], FOLIC ACID), SUGAR, CORN SYRUP, SOYBEAN AND PALM OIL (WITH TBHQ FOR FRESHNESS), DEXTROSE, HIGH FRUCTOSE CORN SYRUP, CORN SYRUP SOLIDS, CRACKER MEAL, CONTAINS TWO PERCENT OR LESS OF WHEY, CORNSTARCH, SALT, MILK CHOCOLATE (SUGAR, CHOCOLATE, COCOA BUTTER, MILK), COCOA PROCESSED WITH ALKALI, MODIFIED CORN STARCH, CREAM, HYDROGENATED PALM KERNEL OIL, LEAVENING (BAKING SODA, SODIUM ACID PYROPHOSPHATE, MONOCALCIUM PHOSPHATE), NATURAL AND ARTIFICIAL FLAVOR, GELATIN, DRIED EGG WHITES, SOY LECITHIN, COLOR ADDED, XANTHAN GUM, CARNAUBA WAX, VITAMIN A PALMITATE, DATEM, NIACINAMIDE, REDUCED IRON, RED #₄₀, PYRIDOXINE HYDROCHLORIDE (VITAMIN B₆), YELLOW #₅, YELLOW #₅ LAKE, RIBOFLAVIN (VITAMIN B₂), THIAMIN HYDROCHLORIDE (VITAMIN B₁), BLUE #₁, FOLIC ACID.
- 

Kellogg's

pop. tarts

toaster
pastries

Frosted
Chocolate Banana Split
Naturally & Artificially Flavored



Good
Source of **7** Vitamins
& Minerals

NET WT.
14.1 OZ. (400g)

8
TOASTER
PASTRIES

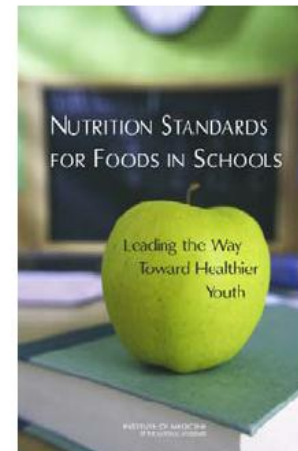
IOM standards
www.iom.edu

INSTITUTE OF MEDICINE

REPORT BRIEF • APRIL 2007

NUTRITION STANDARDS FOR FOODS IN SCHOOLS: LEADING THE WAY TOWARD HEALTHIER YOUTH

Research has shown that the school environment has a vital role in shaping children's health behaviors. The rise in obesity over the past 2-3 decades has been accompanied by an increase in the number of alternative food options available on school campuses. These "competitive foods" that are obtained from a variety of sources, including à la carte service in the school cafeteria, school stores and snack bars, and vending machines, are vying with the traditional breakfast and lunch offered through federally reimbursable school nutrition programs. Children spend the majority of their day at school, often staying for after-school activities; the foods and beverages available during and after school can contribute a number of calories to their total daily




USDA Guidelines



Dietary Guidelines for Americans 2005

U.S. Department of Health and Human Services
U.S. Department of Agriculture
www.healthierus.gov/dietaryguidelines

www.hsph.harvard.edu/nutritionsource

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School of Public Health

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home > the nutrition source > what should you eat? > healthy eating pyramid

Menu
Nutrition Source Home
What Should You Eat?
» **Healthy Eating Pyramid**
» Carbohydrates
» Protein
» Fats and Cholesterol
» Fiber
» Vegetables and Fruits
» Calcium and Milk
» Alcohol
» Vitamins
Choosing Healthy Drinks
Getting to Your Healthy Weight
Staying Active
Recipes


The Nutrition Source Healthy Eating Pyramid

The Bottom Line


Use a food pyramid that's actually based on the latest and best science.



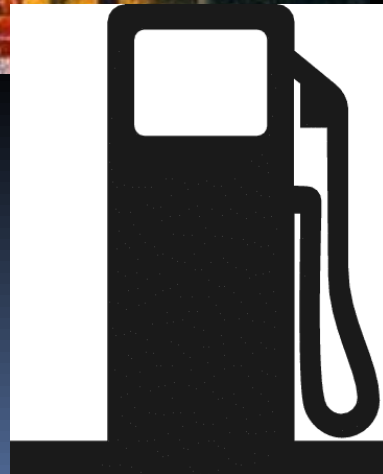
Download the [Healthy Eating Pyramid handout \(PDF\)](#).



Policy Helps Create Optimal Nutrition Defaults




Current nutrition default



\$\$\$\$\$



Optimal nutrition defaults

- Easiest to make healthy choices
 - Public health examples
 - fluoride in drinking water
 - airbags
 - unleaded gasoline, paint
- 



Access to Nutritious and Affordable Food in the Community






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www.CartoonStock.com

Search ID: ea10952



Corner Store Policies

- Research
 - Benefits
 - changes default
 - tailor merchandise to community
 - develops small business
 - builds, galvanizes community
- 

http://healthycornerstores.org



HEALTHY CORNER STORES NETWORK

- Home
- About Us
- Participant Profiles
- Resources
- Events

Participant Profiles

Listed by Organization

This page provides brief profiles of organizations working on corner store issues. It is intended to help interested individuals and organizations to network and to find information on projects relevant to their own work.

You can **fill out a profile** to add your organization to the directory or **update an existing profile**.

Participant profiles are listed alphabetically by organization below. Click on the letter links to go directly to an organization whose name starts with that letter.

6 | [A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [Y](#)

Change to view by: Organization Name / **State**

6

Organization:	61st Street Farmers Market
Contact Name:	Kate Miller
Location:	Chicago, Illinois
Area of Service:	South Side of Chicago
Website:	http://www.experimentalstation.org
Email:	m-kate@att.net

IN THIS SECTION

- HCSN Participant Profiles
 - by Organization Name
 - by State
- Mini-Grant Recipients

JOIN THE HCSN!

IT'S FREE

SEARCH

HCSN MINI-GRANTS

The HCSN awarded mini-grants to four organizations. [Learn More](#)



Fresh Fruit and Vegetable Carts

Resource

- New York City Department of Health and Mental Hygiene. Search for “Green Carts”



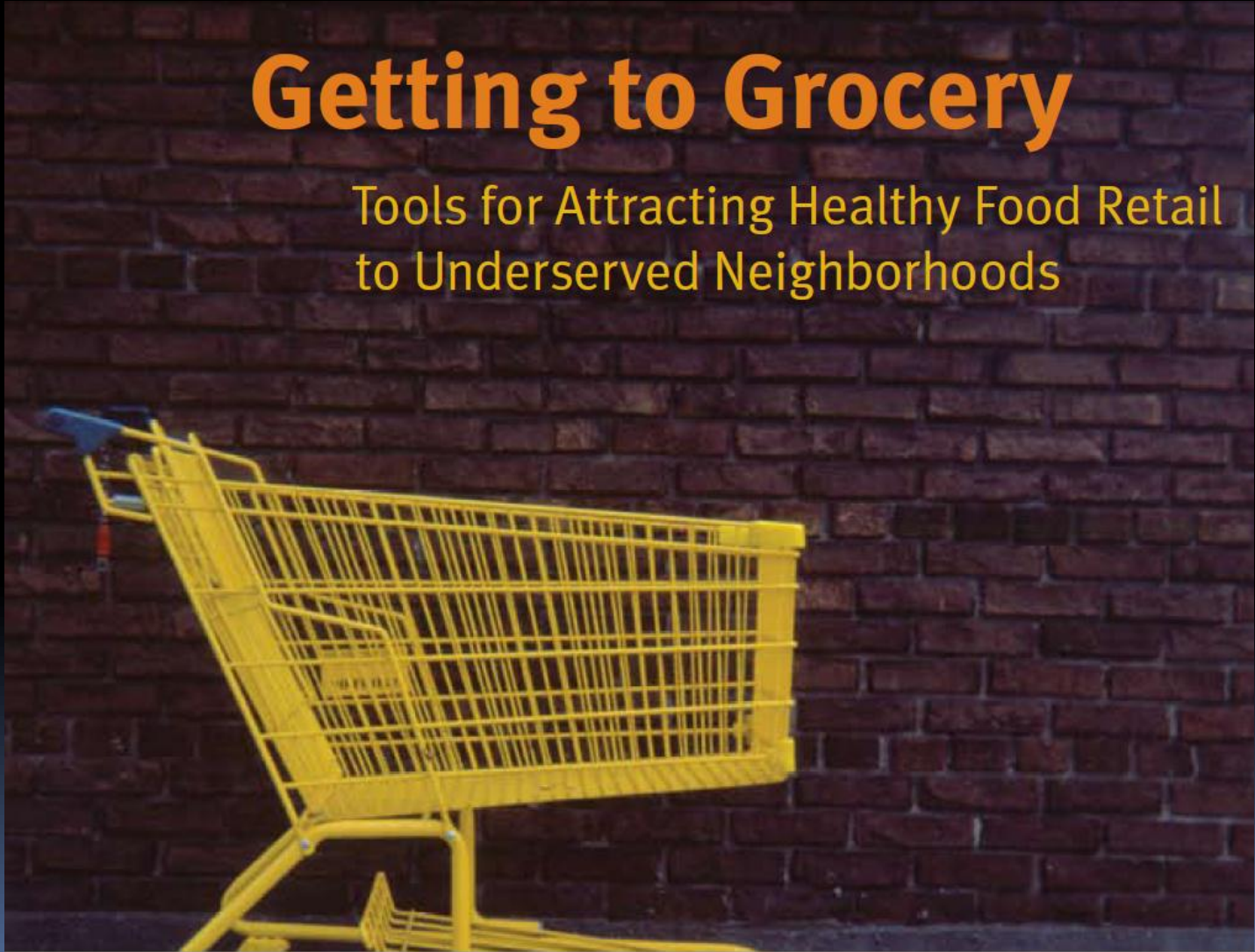
Zoning as a tool

- Incentives for supermarkets/groceries
 - Presence of full-service groceries in n'hood associated w. healthier diets, lower rates of obesity
- Turn vacant buildings/rooftops into greenhouses
 - Will Allen www.growingpower.org


www.phlpnet.org

Getting to Grocery

Tools for Attracting Healthy Food Retail
to Underserved Neighborhoods



www.thefoodtrust.org



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Support The Trust

Donate now and give the gift of education and food. Your contribution will go directly to helping others learn.

Learn More About The Food Trust

Sign up for Fresh Times, our weekly newsletter

Email:

Privacy by  SafeWebTrust.org
For Email Marketing you can trust

Related Programs:


Corner Store Campaign
The Food Trust's Corner Store Campaign seeks to reduce the incidence of diet-related disease and obesity by improving the snack food choices made by adolescents in corner stores.

Pennsylvania Fresh Food Financing Initiative
Encouraging the development of food retail in underserved Pennsylvania communities.

School Food and Beverage Reform

Supermarket Campaign

Improving access to supermarkets in underserved communities



RECENT NEWS

Supermarkets for All
The Food Trust is working with PolicyLink and The Reinvestment Fund to expand the success of the Pennsylvania Fresh Food Financing Initiative to the whole country.

Recently U.S. Representative Allyson Schwartz and 32 co-sponsors introduced a National Fresh Food Financing Initiative resolution, based on the Pennsylvania Fresh Food Financing Initiative.

Learn more: [Why a national initiative? \(PDF\)](#)



Zoning

Community Gardens

- Allow use of vacant city-owned land
- Make gardens permanent

Nashville

- 
- Community Gardening Bill sponsored by Councilmember
 - Current law prohibits gardening as primary use of lots in residential districts

www.communitygardens.org



Growing Community
Across the U.S. & Canada

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31st Annual Conference!
Read More...

Annual Conference: August 5-8, 2010 in Atlanta, Georgia

Online registration now AVAILABLE

Start a Community Garden

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RODALE'S ORGANIC GARDENING
MAGAZINE

Locate your nearest community garden

Add your garden to our database!



Enter State or Zip Zip or City, State [Go](#)

Gardening Initiative

- New Haven: Justin Frieberg
 - <http://environment.yale.edu/multimedia/video-playlist/>
 - 10 minute video
 - www.urbanfoodshed.org



Zoning: FFRs

Bans

Fast Food Outlets/
Drive-through Service

“Formula” Restaurants

Application to Certain
Areas

Restrictions

Quotas

Density of Fast Food
Outlets


Distance from Other
Uses

Partner with...

- Mayor
- City Council
- Food Policy Council
- Transportation
- Zoning, city planning
- Grocery industry
- Local farmers
- Food distributors, processors
- Hunger groups



USDA strategic plan

- Develop and equip grocery stores and other small businesses and retailers to sell healthy food in [food deserts]...
 - Promote public-private partnerships to encourage grocery store and other healthy food outlet development in underserved areas, helping tackle the obesity epidemic, creating jobs, and revitalizing low-income neighborhoods.
- 



Marketing to Children





“Marketing works.”

*Institute of Medicine, Food Marketing to Children
and Youth: Threat or Opportunity? 2005*



New Rudd Study

- How do licensed cartoon characters on food packaging affect young children's taste and snack preferences?
- Graham crackers, gummy fruit snacks, carrots
 - Ate food with or without Dora the Explorer, Shrek, and Scooby Doo
 - Which tastes better?
- Branded food packages substantially influences young children's taste preferences
 - Most strongly for energy-dense, nutrient-poor foods.
 - Weaker effects for carrots



Research

- Massive:
 - 15 TV food ads /day
 - 5500 TV messages per year
- Not just TV anymore
- 98% of ads promote products high in fat, sugar, and/or sodium
- Industry spends >\$1.6b/yr marketing to children and teens
- Children consume 45% more when exposed to food advertising

Product tie-ins and integration



Product placements



Mobile marketing



Social media

twitter™

facebook

Facebook helps you connect and share with the people in your life.



Internet advergames

MILLSBERRY.COM

1,857 citizens online now | [HELP](#)

 THE CITY

 DOWNTOWN

 ARCADE

LOGIN or SIGN UP


SIGN UP

THE TOUR


More games >>


Lucky Charms®
Webisodes >>


Honey Nut
Cheenos
Save the Honey Now! >>

WELCOME TO MILLSBERRY!

Millsberry is a town full of millions of kids just like you and me. Here you can create a buddy, design a home, play games, collect rare items and prizes, shop, surf, and learn at the same time.

CREATE YOUR BUDDY



Fun things you can do in just a few steps:

SEND GIFTS AND GREETINGS TO FRIENDS


Send A Package

WIN MILLSBUCKS AT THE ARCADE



BECOME A PART OF MILLSBERRY NOW



TAKE THE MILLSBERRY TOUR NOW

YOU CAN ALSO:

DESIGN YOUR DREAM HOME



MAKE A DIFFERENCE



BUY SUPPLIES AND GO FISH!



In-store marketing





FAQ |

Consumers

Researchers

About F.A.C.T.S.

Press



Consumers

Use the search tools to compare popular cereals for marketing techniques aimed at children and nutritional quality.



FACTS sheets →

Quick Search

Type a cereal
Company, Brand, or
Variety to see its
nutrition score and
FACTS sheet

GO

10 Most Frequently Marketed Cereals to Children on TV

1. Cinnamon Toast Crunch
2. Honey Nut Cheerios
3. Lucky Charms
4. Cocoa Puffs
5. Trix
6. Frosted Flakes
7. Fruity and Cocoa Pebbles
8. Reese's Puffs
9. Corn Pops
10. Froot Loops



Top 10 Cereals by Nutrition Score



Bottom 10 Cereals by Nutrition Score




10 Most Frequently Marketed Cereals to Children on TV

www.cerealfacts.org



Key findings

- Least healthy: MOST heavily marketed
 - 85% more sugar, 65% less fiber, 60% more sodium (vs. adults' cereals)
 - Avg *preschooler* sees 642 cereal ads/yr on TV alone, almost all for cereals with worst nutrition rankings
 - Research shows children *will* eat low-sugar cereals
- 

Worst cereal: 41% sugar

- GM markets to children more than any other cereal company
- 6 of 10 least healthy cereals advertised to children made by GM



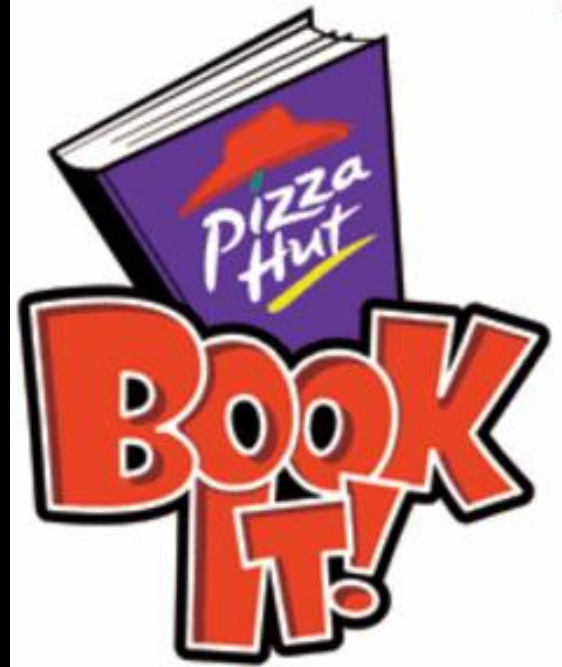
Toy Ordinance: Santa Clara County, CA





Marketing in Schools





The m&m's[®] BRAND Counting Book

by Barbara Barbieri McGrath



Grade A Donuts I am A HOMEWORK STAR

This coupon is good for **two free donuts** (one for the "homework star" and one for the "homework helper") at any participating Dunkin' Donuts in New York City (and surrounding areas), New Jersey, Connecticut (Fairfield County), Philadelphia (and surrounding areas), Delaware, Baltimore, or Washington D.C. (and surrounding areas in Virginia).

Coupon expires June 30, 2003



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KIDS

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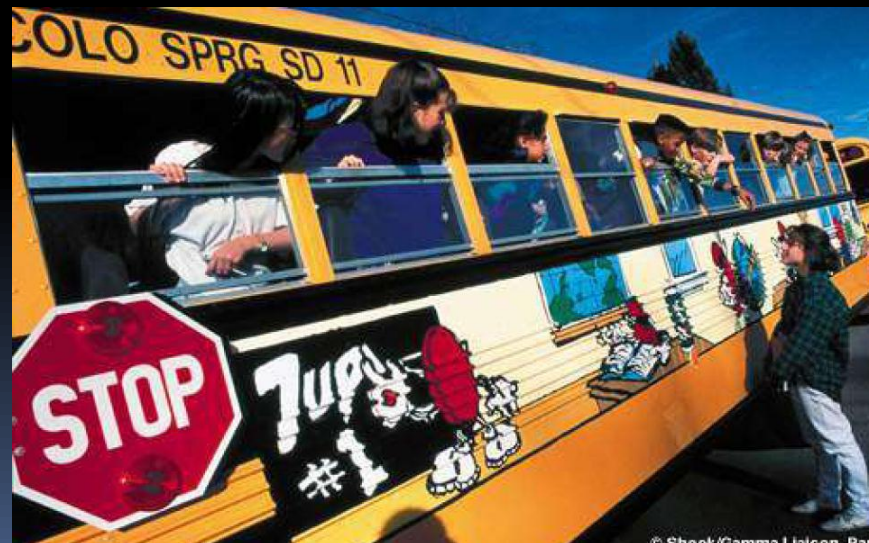
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McDonald's Educational Resources






[Overview](#)




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Internet in school

Box tops for education



Fundraisers

Candy is the #1 Fundraiser in America!*

Reese's America's #1 brand.**

Twizzlers The #1 licorice brand in the USA.**

KitKat The nation's #1 selling wafer bar.**

HERSHEY'S MILK CHOCOLATE Consumers' #1 loved brand.***

*AFRDS, April 2002. **InfoScan, Total US F/D/MX/C, 52 weeks ending 9/05/04. ***NameQuest (Love that brand) Survey 2003.

\$1 Assortments offer exciting Features For 2005/2006!

- Coupons Inside Every Carrier
- Coupons Inside Every Bar
- Family Coupon Booklet
- \$1 Subway Coupon
- \$10 Foot Locker Coupon
- Buy Two Bars, Get One Free

52-count Carriers

MAX

52-count carrier includes:

- 12 Reese's® Peanut Butter Cups
- 8 Kit Kat® Wafer Bars
- 8 Hershey's Milk Chocolate
- 8 Hershey's Milk Chocolate with Almonds
- 8 Caramello® Candy Bars
- 8 Hershey's S'mores®

ChocolateTown Plus

52-count carrier includes:

- 12 Kit Kat® Wafer Bars
- 8 Hershey's Milk Chocolate
- 8 Hershey's Milk Chocolate with Almonds
- 8 Twizzlers® Candy
- 8 Reese's® Fast Break® Candy Bars
- 8 Reese's® Peanut Butter Cups

40-count Carriers

Internet

40-count carrier includes:

- 14 Reese's® Peanut Butter Cups
- 10 Caramello® Candy Bars
- 8 Hershey's Milk Chocolate
- 8 Kit Kat® Wafer Bars

All American

40-count carrier includes:

- 15 Reese's® Peanut Butter Cups
- 12 Kit Kat® Wafer Bars
- 7 Hershey's S'mores®
- 8 Hershey's Milk Chocolate with Almonds

Assortments

Please contact: www.hersheysfundraising.com or call us at (800) 803-6932.


learn about our exciting programs, visit www.hersheysfundraising.com or call us at (800) 803-6932.

Textbook covers (Gatorade)






Change the default

- Eliminate from
 - Y's
 - Community centers, boys/girls clubs etc.
 - Schools
 - Wellness policy language
 - Government buildings
 - Transit systems
- 

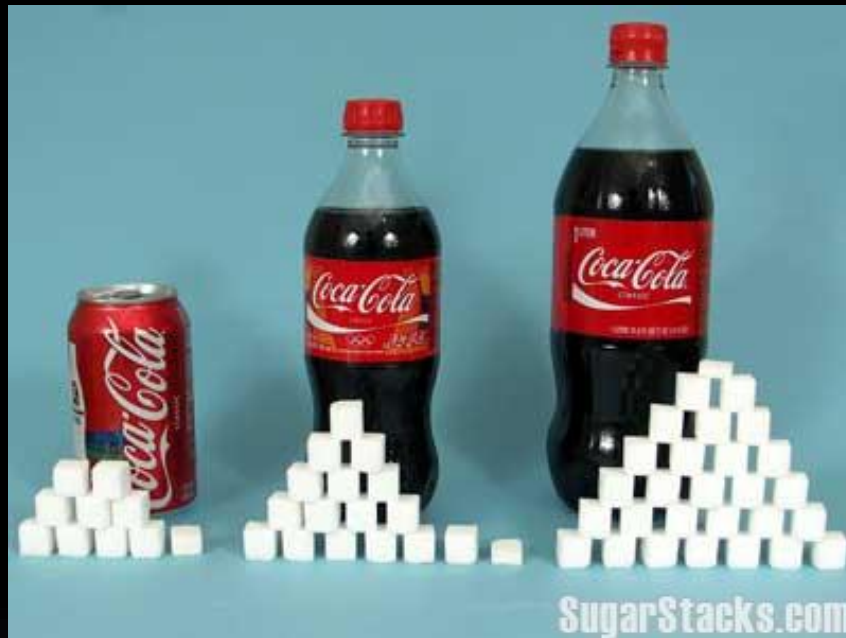


SUGAR-SWEETENED BEVERAGES TAXES



“Don’t drink soda. There is no such thing as a healthy soda.”


Why the concern?



SSBs are the primary source of added sugars in Americans' diets.



Why the concern?

- Consumption is increasing
 - ▣ 1970-2000 per-person consumption of SSBs increased 70% from 7.8 to 13.2 oz
 - Strong science on link to weight gain
 - Avg child = 172 cal/day
 - Avg adult = 175 cal/day
- 

Links to health problems

- Diet quality
- *Weight gain/obesity*
- Type 2 diabetes
- Cardiovascular disease
- Dental carries
- Osteoporosis
- No credible evidence to benefit of consumption

SSB Tax: Goals

- Reduce consumption
- Raise money *for obesity prevention*



1955 ad






Penny per ounce = 10% reduction in
calorie consumption

Sufficient for weight loss.



Policies


- Local Tax
 - Earmarked
 - DC example
 - Ban from all vending machines in city-owned buildings, Y's etc.
- 

Policy Option: Increase Prices

- New study: 35% price increase on SSB = 26% decline in consumption of regular soft drinks
- Policy: at Y's, other venues, increase SSB prices substantially to decrease sales
 - Vending
 - Zoos
 - Recreation areas etc.



Where to start?


- Work with local public health dept
 - Approach mayor, city council
 - State legislator
- 



Improving Pre-school nutrition



Pre-schools

- Y's, Community Centers etc.
 - 60% children under 5 avg 29 hours/week in childcare
 - 41% spend ≥ 35 hrs/week
- 

Rudd: Pre-school Study


Preliminary findings:

- Heavy consumption: processed, high-fat, and fried meats
- Inadequate intake: fruits, vegs, whole grains



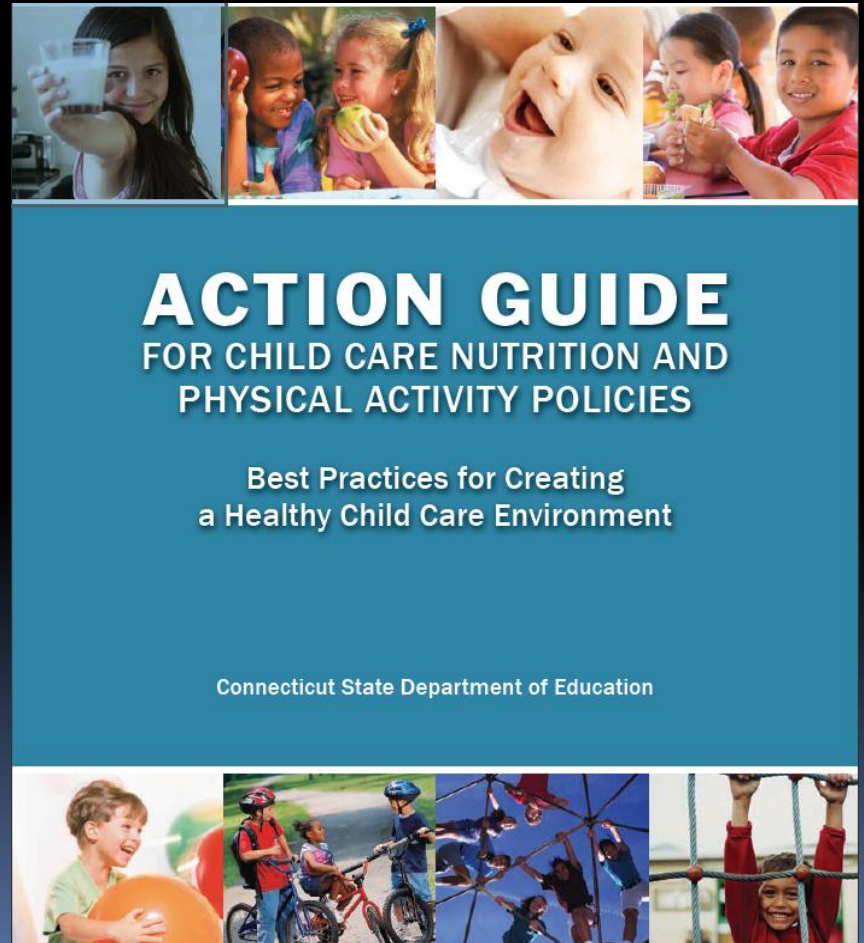


Pre-School Policies

- Institute strong nutrition standards
 - ▣ Only juice, water, low- or non-fat milk for 2 years and older (no flavored)
 - Adult sits down w. children to eat CACFP meal
 - Limit screen time
 - Increase physical activity time (outdoors)
- 

Excellent guide


- Action Guide CT DOE





www.nplan.org

WEBINARS and TOOLKITS

- August 11, 10 AM PT / 1 PM ET
Safe Routes to Schools
 - September 21, 10 AM PT / 1 PM ET
Sugar-Sweetened Beverage Taxes & Fees
 - November 2010 (TBD)
**Improving the School Food Environment
through Food Marketing and Vending Policies**
- 



Thank you!

Roberta R. Friedman

Director of Public Policy

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